

A system and method for the delivery, retrieval and display of content to a user during the initial boot sequence of a computer or electronic device and/or after the completion of the initial boot sequence but prior to the loading of an operating system is disclosed. The illustrative embodiment of the present invention also includes a non-intrusive method of updating the content is provided that minimizes the disruption to other processes running on the computer or electronic device. The method enables the content to be updated automatically following the loading of the operating system or in response to a user request, depending upon the implementation of the invention. Additional embodiments of the present invention vary the display of content according to user responses to queries posed during the boot sequence and enable the tailoring of content to an individual user based upon a user profile.